

# A qualitative study exploring community pharmacists' experiences of interventions that support quality medication use.

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## Background:

- Community pharmacists (CPs) are primary healthcare professionals and are the key gatekeepers of supplying, maintaining and improving medicines adherence.
- Up to 50% of people do not use medication as prescribed by their GP. This leads to poor health and increased waste. Many interventions to support patients to get the most out of their medicines have been developed such as text reminders about when their prescriptions are ready for collection.
- Pharmacists help patients to use their medicines by providing a range of products, services and interventions.
- The aim of the study was to find out community pharmacists experiences' of interventions, products and services to support people to use medication as prescribed.

## Method

### Recruitment

- 20 participants from existing networks and found via email, word-of-mouth and recommendation.
- Participants met the recruitment criteria of being fluent in English, willing to participate and registered with the GPhC.

### Interviewing

- Participants chose the interview location to allow them to be comfortable and allow access to the dispensary and shop floor.
- Interviews were audio recorded and transcribed.

### Data analysis

- Using Nvivo, the data was analysed to find common themes.
- Answers were grouped into nodes to identify how similar of different the participants' experiences are.

How much do certain factors influence which adherence intervention is used?

**Patient care:**  
Patient care is the foundation of all decisions.

**Ease of use:**  
Patient facing consultations are easy and use transferrable patient skills.

**Money:**  
NHS funding cuts and consequent impact via CCG.

**Staffing:**  
Loss of funds directly impact how much staff is available to carry out services

**Time consumption:**  
Time consuming interventions e.g. Dossett boxes are giving away selectively.

**Awareness of interventions:**  
Limited knowledge of newly emerging interventions

## Common Medicines Adherence Interventions



"...it actually makes your day better as a pharmacist to talk to your patients and help solve their problem..."  
– P11

"...pharmacies that are on the margin are going to have to start charging in order to survive I think."  
– P12

"...I mean naturally you just do them, I don't feel the pressure, it's just part of natural kind of pharmacying."  
– P11

"...we probably just about break even..." – P13

"We don't get paid extra to do them...dosette tray they'd be weekly, so we'd get four prescriptions instead of one, so in terms of that we do get marginally more payment, but they do take quite a lot of time to do." – P7

**Impact:** This study has indicated that many services that support patients to use their medication are not funded. New changes from the NHS Forward View will stop pharmacists being able to provide these services for free which may result in patient charges for services like delivering medication or the withdrawal of such services. Further work is needed to explore how the withdrawal of such services would increase waste and cause poorer health outcomes for patients accessing NHS services.

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